

RENEE COSTANTINO FOR COUNCIL PRESIDENT

Dear Campbell Residents:

You make Campbell the most wonderful community to live! We are diverse and neighborly, and I am proud to have lived here my entire life, and raise my daughters, Brittaney and Amanda here! Much like you, I have been very pleased and excited watching our city transform and move in a positive direction over the past six years! I have the advantage of seeing firsthand the effort and work that goes on behind the scenes, as I currently serve on the Campbell Civil Service Commission and have dedicated countless hours to Campbell Community Events (I'm a board member!), because I believe we should all support our communities to the best of our abilities. In my involvement and volunteer efforts, I have seen a lot of great things accomplished; but I have also seen where Campbell can improve, and that is the reason I decided to run.

I believe the Mayor has done a great job of attracting businesses! I also believe Council needs to step up to that vision and create the appropriate legislation, giving the Mayor the tools to attract large businesses to our areas through a Proper and Complete Tax Incentive Ordinance, and hold all businesses to a High Standard with Proper and Complete Facade and Zoning Ordinances. I have seen the Mayor's hands tied by Council's current failure to create and enforce these types of ordinances, or even update existing ordinances to reflect the current times and trends. (It's not 1990 anymore). I believe our City Council body also has these same desires but lack the leadership and the expertise to begin such a challenging undertaking.

I believe that sometimes we just need a fresh set of eyes, and different perspectives to continue to move forward. The Mayor has the responsibility to administrate, but Council oversees the money. I have over 23 years' experience in the finance industry. I hold a Series 7, Series 63, Series 66, Series 65, and Insurance Licenses in Finance. I understand how to budget money, save money, and spend money wisely to ensure the city remains solvent and grows financially as we progress into our future. My goal is to work with the Mayor and the rest of Council in creating and budgeting targeted growth plans in the areas of infrastructure and business development.

Our current council president took us a long way, and he deserves credit for his accomplishments thus far! But, I believe these crucial next steps will require a Council President with the background, experience, knowledge and expertise that I will bring. I applaud every person who every served in any office, it can be a thankless job to be sure, but like you I want to ensure that the City of Campbell continues to move forward, develop, and continue to be our Home, Sweet, Home!

If you feel the same way I do, then I encourage you to vote for Renee Costantino for Council President!

Your friend and neighbor,

Renee